

# CHAPTER ONE

## INTRODUCTION

### I.1. Background of the Project

All nations are facing global economic era where companies' products are targeting for global market as it is stated that, 'A **global economy** is one in which goods, services, people, skills, and ideas move freely across geographic borders' (Hitt, 2005: 10). Considering this situation, I believe that advertising plays an important role as a tool to communicate messages concerning a product to the society. This statement is in line with a quotation in a book entitled Advertising by Design that says, 'An *advertisement* is a specific message constructed to inform, persuade, promote, or motivate people on behalf of a brand or social cause' (Landa, 2004: 34).

In other words, without advertising, the society would be lacking in information which will cause the products or services hard to be accessed by society as it is asserted that, 'Without advertisement, many products, either goods or services will not be able to flow smoothly to the distributors or sellers, let alone to get to the consumers or users' (translation, Jefkins, 1997:1). Furthermore, the success of advertising in a nation could develop a nation economically, as it is stated that, 'The success of a certain economy in a nation

is determined by a lot of advertising activities ...' (translation, Jefkins, 1997: 1).

Concerning the important role of advertising nowadays, I choose to make an advertisement of ice cream because it is a special kind of sweet. Ice cream is the only sweet that is celebrated every July as 'National Ice Cream Month' in America ([http://www.idfa.org/facts/icmonth /page1.cfm](http://www.idfa.org/facts/icmonth/page1.cfm)). Moreover, ice cream is the only sweet that is chosen by NASA for their astronauts to be taken to space ([http://en.wikipedia.org/wiki/ Astronaut \\_ice\\_cream](http://en.wikipedia.org/wiki/Astronaut_ice_cream)). Furthermore, ice cream is the only sweet that is chosen to gain the life quality of the people who suffer from cancer in the American Cancer Society (<http://www.catholic.org/prwire/headline.php?ID=202062>).

Regarding the brand of the ice cream, I choose Baskin Robbins, as one of the ice cream companies in America, for two reasons. First, all Americans love ice cream especially Baskin Robbins as stated that, 'Whether they're 8 or 80, Americans love their ice cream, and they love Baskin-Robbins' (<http://www.baskinrobbins.com/about/LatestScoop.aspx>). Second, Baskin Robbins has got several achievements as it is reported that, 'We've been voted the #1 Choice in Treats Chains by Restaurants & Institutions 13 of the last 17 years. And we're currently ranked #10 by Entrepreneur Magazine (the #1 ice cream brand) on its 2004 Top Franchise List' (<http://www.baskinrobbins.com/FranchiseOpportunities/WhyBaskinRobbins.aspx>).

Moreover, dealing with the product, I decide to make an advertisement of Reese's® Peanut Butter Cup Shake; hence-forth 'RPBCS', because this is a new product that has recently been launched in March 2007. Furthermore, it has just

been introduced to the public in America through the advertisements. An article on March 12<sup>th</sup>, 2007, stated that Baskin Robbins together with Hershey Company made 'Candy Bar Madness' program consisting of nine flavors of candy-inspired ice creams including 'RPBCS'. Moreover, Baskin Robbins has just made several advertisements to introduce their latest product 'RPBCS' ([http://www.baskinrobbins.com/about/pdfs/candybar madnessRelease.pdf](http://www.baskinrobbins.com/about/pdfs/candybar%20madnessRelease.pdf)).

For my printed advertisement I choose teenagers as the target market because of two reasons. First, 'RPBCS' advertisements are also about teenagers as stated in the quotation that, '...Baskin Robbins introduces their Reese's® Peanut Butter Cup shakes. The adverts show teens try to tempt their parents with Baskin Robbins' ([http://www.baskinrobbins.com/about/pdfs/candy barmadnessRelease.pdf](http://www.baskinrobbins.com/about/pdfs/candybarmadnessRelease.pdf)). Second, I believe that it will be beneficial to go along with Baskin Robbins marketing strategy to focus on teenager market. Joe Adney, the senior director of Baskin Robbins marketing, explains that Baskin Robbins has done some studies and found that teenagers play an important role in making the decision to purchase something. Moreover, since in 2001 Baskin Robbins has increased their investment on teenager market ([http://www.qsrmagazine.com/issue/53/ marketing\\_teens.phtml](http://www.qsrmagazine.com/issue/53/marketing_teens.phtml)).

Additionally, in terms of the media of advertising, Baskin Robbins has already chosen several media as it is reported that, 'Baskin-Robbins has made in store, website, radio and TV advertisements and in the adverts, Baskin Robbins introduces their latest product the Reese's® Peanut Butter Cup shake' ([http://www.baskinrobbins.com/about/pdfs/candybarmadness Release.pdf](http://www.baskinrobbins.com/about/pdfs/candybarmadness%20Release.pdf)).

However, I propose to make an advertisement in a magazine as a great opportunity because of three reasons. First, 'TRU' (Teenage Research Unlimited), a market research firm in America that specializes in teenagers, states that eighty percent of girls and sixty percent of boys read a magazine for pleasure every week (Belch and Belch, 2004: 397). Second, 'Teen Market Research', an American research firm that delivers a complete research about American teenagers in 2004, affirmed that, 'Magazines appeal to Teens, with eight out of ten Teens reading magazines' ([www.magazine.org/marketprofiles](http://www.magazine.org/marketprofiles)). Third, Neopets Youth Study, a firm that conducts some research on American teens, stated that, '... magazines are generally found to be the medium in which advertising is trusted the most. Internet advertising is trusted the least, with broadcast media trust levels falling between magazines and the internet' ([www.magazine.org/engagement](http://www.magazine.org/engagement)).

Furthermore, I choose 'Seventeen' Magazines because of two reasons. First, according to 'TRU' (Teenage Research Unlimited), the big Five teen magazines in America are 'Seventeen, YM, Teen, Teen People, and Cosmo Girl' (Belch and Belch, 2004 : 397). Second, from the 50 largest U.S. magazines which listed many kinds of magazines for public, there are only three teen magazines that are included in the list. 'Seventeen' is in number 29, followed by 'YM' in number 30, and 'Teen' in number 48 (<http://newslink.org/mtopus.html>). Considering its popularity among teenagers in America, I choose to make an advertisement in 'Seventeen' Magazine.

In addition, I choose to make the advertisement for teenagers in America

for three reasons. First, based on my observation, I found out that Baskin Robbins has not made a 'RPBCS' advertisement in the American 'Seventeen' magazine. Second, 'RPBCS' is available in every franchisee in America as stated in the quotation that, 'Baskin Robbins new Candy Bar Madness offerings are available at participating stores nationwide now' (<http://www.baskinrobbins.com/about/pdfs/candybarmadnessRelease.pdf>). Third, Mr. Firdaus A. Rosyid, the Area Manager of PT. Naryadelta Prarthana, a company that holds the license of Indonesian Baskin Robbins franchise, states that the product availability of Baskin Robbins in its franchisees depends on the number of sales in the American sales. If the number of sales is good then the other franchisees are able to sell the product. Therefore, since 'RPBCS' is a new product that has just been introduced, this product will only be available in America for the time being, it will not be relevant to promote the product in other countries.

Based on those reasons above, I choose 'An Innovative Advertisement of Baskin Robbins to Introduce 'Reese's® Peanut Butter Cup shake' in An American magazine 'Seventeen' Targeting at the Teenager Market' as my thesis title. This project is an innovative one because the advertisement has a different design, story line and media from the 'RPBCS' advertisements made by Baskin Robbins.

## **I.2. Project Identification**

I would like to make an innovative magazine advertisement of one

Baskin Robbins product 'RPBCS'. This advertisement is targeted at teenager market and for that, I will put a picture of a teenager model also a picture of a dog, a picture of the product and slang words which are effective to be put in an advertisement for teenagers. Moreover, the advertisement will be a colorful one page advertisement.

### **I.3. Objectives**

The objective of this project is to make an innovative advertisement of Baskin Robbins in 'Seventeen' magazine in order to introduce 'RPBCS' and the advertisement will target at the teenager market in America.

### **I.4. Layout of the Thesis**

This thesis starts with the Abstract, a concise summary of the entire paper in Indonesian. This Abstract is followed by the Preface, in which acknowledgements are given to those contributing and involved in the work. After that is the Table of Contents and the Appendices, followed by its three chapters :

Chapter I is the introduction to the analysis

Chapter II contains the literary research

Chapter III deals with the performance of the innovative project

In the final part, I present alphabetically the Bibliography.